

### REMARKS

Claims 109-156 are pending, with claims 109, 125 and 141 being independent. Claims 1-108 have been cancelled. Claims 109, 110, 112-116, 118-126, 128-132, 134-142, 144-148, and 150-156 have been amended. Support for the amendments may be found, for example, at pages 21, 23, 24, 26, and 29-35 of the application. No new subject matter has been added.

### **Interview Summary**

Applicant thanks the Examiner for participating in a telephonic interview on December 12, 2009. The substance of the interview included a discussion of claims amendments similar to those of amended claim 109. The Examiner agreed that amended claim 109 overcomes the pending rejections under 35 U.S.C. §102 and 35 U.S.C. §103.

### **Claim Rejections Under 35 U.S.C. §102**

Claims 109-123, 125-139 and 141-155 have been rejected under 35 U.S.C. §102(b) as being anticipated by Gerace (U.S. Patent No. 5,848,396).

### Independent Claim 109

The Examiner agreed during the interview that Gerace fails to describe or suggest “receiving, by at least one processor and for each identified concept for the document, concept performance information representing an aggregate performance of advertisements that were presented with the document and corresponding to the concept,” as recited by amended claim 109. For example, column 4 lines 40-47 of Gerace, recite “[t]he user profiling member 73 records information regarding **each user**, including a user’s identification, categories of interest and the user’s display preferences of each category.” This portion of Gerace discloses that the information received is information **corresponding to a user**, rather than “information representing an aggregate performance of advertisements that were presented with the document.” Thus, this portion of Gerace fails to describe or suggest at least this element of amended claim 109. Additionally, this element of amended claim 109 is not described or

suggested elsewhere in Gerace. Accordingly, applicant requests reconsideration and withdrawal of the rejection of claim 109 and its dependent claims.

Independent Claim 125

Applicant has amended claim 125 to recite, “An apparatus comprising one or more processors connected to a storage device, wherein the one or more processors are configured to: ... receive, for each identified concept for the document, concept performance information representing an aggregate performance of advertisements that were presented with the document and corresponding to the concept.” Thus, amended claim 125 recites elements similar to the elements of amended claim 109 that are not described or suggested by Gerace. Accordingly, applicant requests reconsideration and withdrawal of the rejection of claim 125 and its dependent claims for the reasons discussed above with respect to claim 109.

Independent Claim 141

Applicant has amended claim 141 to recite, “A storage device storing a computer program comprising one or more code segments, that when executed, cause at least one processor to: ... receive, for each identified concept for the document, concept performance information representing an aggregate performance of advertisements that were presented with the document and corresponding to the concept.” Thus, amended claim 141 recites elements similar to the elements of amended claim 109 that are not described or suggested by Gerace. Accordingly, applicant requests reconsideration and withdrawal of the rejection of claim 141 and its dependent claims for the reasons discussed above with respect to claim 109.

**Claim Rejections Under 35 U.S.C. §103**

Claims 124, 140, 156 have been rejected under 35 U.S.C. §103(a) as being unpatentable over Gerace (U.S. Patent No. 5,848,396).

Claim 124

Claim 124 depends from claim 109, and therefore includes each element of claim 109. For at least the reasons provided with reference to claim 109, claim 124 is allowable over Gerace. Accordingly, applicant requests reconsideration and withdrawal of the rejection of claim 124.

#### Claim 140

Claim 140 depends from claim 125, and therefore includes each element of claim 125. For at least the reasons provided with reference to claim 125, claim 140 is allowable over Gerace. Accordingly, applicant requests reconsideration and withdrawal of the rejection of claim 140.

#### Claim 156

Claim 156 depends from claim 141, and therefore includes each element of claim 141. For at least the reasons provided with reference to claim 141, claim 156 is allowable over Gerace. Accordingly, applicant requests reconsideration and withdrawal of the rejection of claim 156.

#### Conclusion

The allowability of all of the pending claims has been addressed. The absence of a reply to a specific rejection, issue, or comment does not signify agreement with or concession of that rejection, issue, or comment. In addition, because the arguments made above may not be exhaustive, there may be reasons for patentability of any or all pending claims that have not been expressed. Finally, nothing in this paper should be construed as an intent to concede any issue with regard to any claim, except as specifically stated in this paper, and the amendment or cancellation of any claim does not necessarily signify concession of unpatentability of the claim prior to its amendment or cancellation.

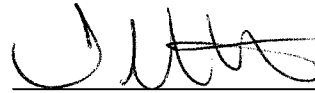
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Respectfully submitted,

Date: 1/21/10



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